



**STATE OF CONNECTICUT**  
***Department of Consumer Protection***  
***Liquor Control Division***

**Instructions for Brand Label Registration**

1. Complete brand registration application.
2. Attach federal label approval for brand(s) requesting registration.
3. Attach two labels for each product requesting registration.
4. If labels are painted and/or silk screened on the bottle, please provide a color photograph of each label.
5. In regard to wines, different vintages do not have to be registered, only different brands.
6. Appointment of Distributors for each brand requesting registration must accompany registration form. Exact geographic area must be stated in the appointment letter.
7. When alcoholic beverages are imported into the United States, the labels should bear the registrant's name as the importer. A d/b/a may be used, however, documentation must be submitted indicating a business name is to be used by the registrant.
8. The registration fee of \$200.00 per label must be submitted with the application(s). The fee for product(s) manufactured in the State of Connecticut by a Connecticut Manufacturer is \$15.00 per label. Checks and/or Money Orders should be made payable to "Treasurer, State of Connecticut."
9. Decanter Registrations: All of the above requirements apply, except for the registration fee. If the contents have been previously approved, the fee is exempt, however a photograph of the decanter must accompany the brand registration application.
10. When changing the proof of a product, you must re-register the item following the above instructions.
11. Note; Section 22a-244(b) of the CGS requires that containers of beer or other malt beverages sold in Connecticut be labeled with deposit and refund information as an environmental control. While this agency does not review labels for this information, it is your responsibility to ensure that your labeling meets these requirements. For more information, contact the Department of Environmental Protection at (860) 424-3241 or [www.dep.state.ct.us](http://www.dep.state.ct.us).
12. An independent laboratory analysis or notarized statement of the beer, wine and/or liquor detailing the class type and content must be submitted for each product.
13. To obtain UNIMERC Code Numbers contact:

**DISCUS – UNIMERC**  
Distilled Spirits Council of the United States, Inc.  
1250 Eye Street, Nw Suite 400  
Washington, DC 20005  
Telephone: (202) 682-8897  
Website: <http://www.discus.org/>

For additional information or questions regarding brand label registration, contact  
Venice Nelson at (860) 713-6205 or [venice.nelson@ct.gov](mailto:venice.nelson@ct.gov)